

REMARKS

Claims 29-48 are pending in this application, in which claims 29 and 39 are independent claims and have been amended. No new matter has been introduced by way of these amendments. Favorable reexamination and reconsideration of the action mailed on Aug. 23, 2007, is respectfully requested in view of the foregoing amendments and following comments of the Applicants, which are preceded by related comments of the Examiner in small, bold type.

4. Claims 29-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Anderson et al, US 6,078,892 in view of Griggs, "Give us leads! Give us leads!"

Amended independent claim 29 is directed to a method for processing customer leads that includes configuring a lead processing system that includes a networked computer system. Configuring the system includes accepting a specification of users of the system and accepting a specification of a plurality of rules for determining at least one action of the lead processing system with respect to the users. The plurality of rules includes rules based on attributes of user relationships, and the plurality of rules includes global rules and user specific rules.

The method also includes accepting at least one customer lead and routing the customer lead through the lead processing system in accordance with the rules. The method also includes receiving feedback from at least one of the users. The feedback indicating whether the lead, should be accepted, rejected or forwarded to another one of the plurality of users.

The method also includes re-routing the customer lead, based on the plurality of rules and the received feedback from the one or more users to the another one of the users. The method also includes tracking and reporting an advancement of the lead through the lead processing system.

Referring to the subject application, global rules and user specific rules may be used for routing customer leads. In this regard the subject application reads:

Lead management server **100** routes a lead **162** to a particular user based on an internal configuration, which includes rules for handling leads with different attributes and preferences for particular users. In this embodiment, the lead management server is

configured in combination of a centralized and decentralized manner. That is, an administrator of the server sets a global configuration such as global rules using administration interface 105, while individual users set individual configurations such as rules to apply to leads routed to them using user interfaces 110. The global configuration typically handles a first level of routing of leads to particular users. When a lead is routed to a particular user, the configuration provided by that user generally determines how the lead is further handled. For instance, in the case that the user is a sales representative, the user may have specified a preferred method of being notified of a new lead, for example notification by email or by pager. Some users may also have configured the lead management system to automatically route some or all leads sent to them to other users. For example, a sales manager may configure his lead box to automatically route leads to particular sales representations based on the geographic region of the lead. (Page 10, lines 3-18)

As such, the system may route customer leads by using global rules and user specific rules.

In contrast, neither Anderson nor Griggs discloses or suggests a plurality of rules that include rules based on attributes of user relationships, and that include global rules and user specific rules.

For at least these reasons, amended independent claim 29 is believed to be patentable over the cited references, individually or in combination. Amended independent claim 39 includes subject matter that is similar to those described above with respect to claim 29 and is also believed to be allowable for at least the same reasons noted above.

All of the dependent claims are patentable for at least the reasons for which the claims on which they depend are patentable.

Canceled claims, if any, have been canceled without prejudice or disclaimer.

It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

Applicant : Christopher P. Bergh et al.
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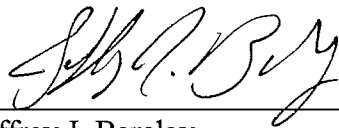
In view of the foregoing remarks, the entire application is now believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

Applicants' attorney can be reached at the address shown below. Telephone calls regarding this application should be directed to 617-368-2191.

\$1050 for the Petition for Extension of Time fee is being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account Authorization. Please apply any other charges or credits to deposit account 06-1050, referencing Attorney Docket 10235-047001.

Respectfully submitted,

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